

The following public service announcements represent a significant response to this issue which was ascertained as being important to the educational and informational needs of children sixteen years and under. These public service announcements aired between 7/1/91-9/30/91 between the hours of 6 AM and 10 PM, Monday thru Sunday, and were specifically targeted to children 16 years old and under:

<u>Title/Subject</u>	<u>#Times Aired</u>
Church of Latter Day Saints/Teenage Depression	16
Child Welfare League of American/Family	16
Child Welfare League of America/Little Boy	14
The More You Know/Gangs/Clifton Davis	3
Young Audiences	15
Pumpkin Theatre/Creative Drama Program	40
Young Audiences/Children's Program	7
Magic Me	77
Youth Crisis Hotline	4
Boy Scouts of America/Bush Saluting Scouting	7
Church of Latter Day Saints/Teenage Depress/Friends	3
National Info Center for Children	7
Boys Town Hotline (:60)	21

ISSUE: DRUG/ALCOHOL ABUSE

The following public service announcements represent a significant response to this issue which was ascertained as being important to the educational and informational needs of children sixteen years and under. These public service announcements aired between 7/1/91-9/30/91 between the hours of 6 AM and 10 PM, Monday thru Sunday, and were specifically targeted to children 16 years old and under:

<u>Title/Subject</u>	<u>#Times Aired</u>
Partnership for Drug Free America/Ninja Turtles	17
Partnership for Drug Free America/Kids at a Party	20
The More You Know/Drugs/Jimmy Smits	2
National Coalition for Children of Alcoholics	17
D.A.R.E./Rap against Drugs	11

ISSUE: PERFORMING ARTS/ENTERTAINMENT/RECREATION

July 14, 1991, 11:30 AM-12 NOON - 2 THE POINT: This program featured an interview with talk show host/television & film star/businesswoman Oprah Winfrey - who talked about herself, her show, and her future career plans. Ms. Winfrey was in Baltimore taping an episode of her nationally syndicated talk show.

July 28, 1991, and September 1, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: This segment talked about how to get into theater at Kings Dominion. Segment: This segment featured a local star who made good on the network program "Different Strokes". Segment: This segment featured a black female saxophone player who's making it in New York.

August 9, 1991, 11:00 AM-12 NOON - 2 THE MINT: Segment: This segment featured the Karate Team that won the World Championship and a demonstration of their techniques and a discussion on how to begin learning karate.

August 17, 1991, 6:30-7:00 PM and August 18, 1991, 6:00-6:30 AM - FRONT PAGE: Guest Montel Williams, one of the latest national talk show hosts to debut, discussed his youth, his years in the Navy, his role as a motivational speaker, and his rise to talk show host.

September 21, 1991, 6:30-7:00 PM, and September 22, 1991, 6:00-6:30 AM - FRONT PAGE: Guest - author Tom Clancy spoke about novels, movies, and the rumor of his investing in a Professional Football franchise in Baltimore.



W M A R T V

6400 York Road Baltimore, MD 21212 301 577-2111

WMAR-TV SECOND QUARTER 1991 ISSUES & PROGRAMS LIST

The following programs, editorials, and news reports were broadcast during the period April 1, 1991, to June 30, 1991, and are a significant representation of WMAR-TV's response to issues of community interest, as determined by continuing ascertainment and surveys of the general public.

In the second quarter 1991, WMAR-TV addressed the following issues:

EDUCATION
UNEMPLOYMENT
RACE RELATIONS/MINORITY CONCERNS
METROPOLITAN/STATE CONCERNS
CRIME AND THE CRIMINAL JUSTICE SYSTEM
THE MEDIA
ENVIRONMENTAL CONCERNS
SOCIAL WELFARE/SOCIETAL CONCERNS
CHILD ABUSE
HEALTH AND SAFETY
DRUG/ALCOHOL ABUSE
GOVERNMENT AFFAIRS/LEGISLATION
PERFORMING ARTS/ENTERTAINMENT/RECREATION

Listed on the following pages are specific descriptions of the programming this station utilized in addressing these issues and a brief description of the program content.

SH3-0352

DESCRIPTION OF TYPICAL AND ILLUSTRATIVE PROGRAMS

Locally Produced Programming Responsive to Ascertained Issues:

- EDITORIALS:** Editorials are developed and presented by the station on a number of community issues on a regular basis. (Editorials are approximately 90 seconds in length and are aired five times.)
- 2 THE POINT:** A weekly public affairs program that addresses concerns of the black community. (Program airs Sundays, 11:30 AM-12 NOON.)
- FRONT PAGE:** A weekly public affairs program designed to address overall issues in the community. (Program airs Saturdays, 6:30-7 PM and is rebroadcast on Sundays, 6-6:30 AM.)
- CHANNEL 2 NEWS SERIES:** Multi-part series which are broadcast within our local newscasts and address overall issues in the community.

Syndicated/Network Programming Responsive to Ascertained Issues:

- DONAHUE:** A daily hour-long interview program that addresses topical issues and interviews people affected by them. (Program airs Monday thru Friday, 9-10 AM.)
- SALLY JESSY RAPHAEL:** A daily hour-long interview program that addresses topical issues and interviews people affected by them. (Program airs Monday thru Friday, 10-11 AM.)
- OPRAH WINFREY SHOW:** A daily hour-long interview program that addresses topical issues and interviews people affected by them. (Program airs Monday thru Friday, 4-5 PM.)
- MEET THE PRESS:** NBC News correspondents interview world and national leaders. (Program airs Sundays, 9:30-10 AM.)

THE JESSE JACKSON SHOW: A weekly hour-long interview program that addresses topical issues and interviews people affected by them.
(Program airs Sundays, 12:30-1:30 AM.)

SH3-0354

Description of Issues/Responsive Programming
April 1 - June 30, 1991

ISSUE: EDUCATION

April 20, 1991, 6:30-7:00 PM and April 21, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment highlighted the Baltimore Educational Scholarship Trust (B.E.S.T.), a program designed to place talented black students into private schools. The Executive Director of the program and a talented music student were on hand to discuss the program and perform a few selections on the piano.

April 25, 1991, and April 26, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: WORK FORCE 2000: This Channel 2 editorial highlighted the study "Work Force 2000" and the Baltimore Commonwealth Program, and urged Baltimore businesses to offer summer jobs to students.

May 11, 1991, 6:30-7:00 PM and May 12, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment featured a discussion with several graduating High School Seniors about their plans and expectations for their futures.

May 25, 1991, 6:30-7:00 PM and May 26, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment highlighted The Choice Program, a local program designed to get problem kids to stay in school and stay on the right track in life.

June 15, 1991, 6:30-7:00 PM and June 16, 1991, 6:00-6:30 AM - FRONT PAGE: This program featured a discussion and interviews with students and their mentors who are part of the Project Raise program, a program designed to pair a mentor with a city school student who is at high risk for dropping out of school.

June 27, 1991, and June 28, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: SCHOOL SUPERINTENDENT: This Channel 2 editorial focused on the City's search for a new school superintendent, and urged the Mayor and School Board to consider community input, and to be visionary in their selection.

ISSUE: UNEMPLOYMENT

April 28, 1991, 11:30 AM-12 NOON - 2 THE POINT: The entire program was a discussion of unemployment. Guest Sheridan Stanley of the Office of Employment Development talked about the problem of unemployment. Also spoke with people who are unemployed and ways to go about getting another job.

ISSUE: RACE RELATIONS/MINORITY CONCERNS

April 13, 1991, 6:30-7:00 PM and April 14, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: An interview with David Pallone, a National League Baseball Umpire, concerning his book entitled "Behind The Mask", which talks about his life as a gay umpire and the descrimination he has faced.

April 21, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: Guest Barry Kessler with the City Life Museum talked about an exhibit on Black History that will run through August 11, 1991, at the City Life Museum in downtown Baltimore.

ISSUE: METROPOLITAN/STATE CONCERNS

May 9, 1991, and May 10, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: BALTIMORE AND BEYOND: This Channel 2 editorial summarized the Pierce/Johnson study, "Baltimore and Beyond", which includes statistical data, personal observation and answers to questions posed to business and community leaders, elected officials, and concerned citizens. The report also pointed out potential disaster for the future, and steps to be taken to avoid it.

June 16, 1991, 11:30 AM-12 NOON - POSTCARDS FROM WESTERN MARYLAND: This Channel 2 news special followed Governor Schaefer on his tour of Western Maryland as he spoke with residents of this area about their concerns and special needs for their community. The program served as a travel log for viewers profiling places of interest to visit, arts and crafts available, and special events held in this area.

June 1991, Five Part Series within CHANNEL 2 NEWS 5 PM: First part in a series profiling Maryland's 23 counties. This series profiled Howard County - what makes this county different, its problems, growing pains, special places of interest, and the people who make Howard County great.

ISSUE: CRIME AND THE CRIMINAL JUSTICE SYSTEM

May 1991, Three-Part Series within CHANNEL 2 NEWS 5 PM: This series looked at the rocky and painful separation inmate mothers face and the difficulties in maintaining a relationship between mothers and their children.

May 2, 1991, and May 3, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: CITY JAIL TAKEOVER: This Channel 2 editorial supported the transfer of authority for the City Jail from the City to the State. In addition to the long-term savings for the City, a planned 800-bed expansion will be of great benefit to prisoners, and will cut down on the number of criminals released early due to overcrowding.

May 18, 1991, 6:30-7:00 PM and May 19, 1991, 6:00-6:30 AM - FRONT PAGE: This program was a rebroadcast of the program done earlier this year concerning the crime of Rape, and featured rape victim Nancy Ziegenmeyer who went public with her story concerning her attack.

May 25, 1991, 6:30-7:00 PM and May 26, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment featured a representative of the National Center for Missing and Exploited Children who discussed the center's function and shared tips with viewers on how to protect our children.

ISSUE: THE MEDIA

May 4, 1991, 6:30-7:00 PM and May 5, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: A discussion between two media professionals concerning the Kennedy rape case and the reporting of the victims' name by several media sources.

ISSUE: ENVIRONMENTAL CONCERNS

April 6, 1991, 6:30-7:00 PM and April 7, 1991, 6:00-6:30 AM - FRONT PAGE: Discussion with Project Environment reporter Scott Broom and Fire Department Deputy Chief J. Edward Crooks on the environmental concerns being raised due to the local "stump dump" fire in Baltimore County and the fires in the Kuwait oil fields in Saudi Arabia.

April 20, 1991, 6:30-7:00 PM and April 21, 1991, 6:00-6:30 AM - FRONT PAGE: A discussion of Earth Day '91 and what the people of Maryland and the state government are doing to save the environment.

June 20, 1991, and June 21, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: SAVE THE BAY: This Channel 2 editorial focused on the study by the Chesapeake Bay Foundation which assesses the program to date and critical policy decisions yet to be made regarding the efforts to improve the condition of the Chesapeake Bay.

ISSUE: SOCIAL WELFARE/SOCIETAL CONCERNS

April 4, 1991, and April 5, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: DAY CARE: This Channel 2 editorial highlighted Maryland's efforts to allot funds for community-based child care facilities to be underwritten by the business community.

April 14, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: This segment profiled "Mids For Kids", a program where a midshipman spends one-on-one time with an Annapolis elementary student and a discussion with the students and midshipman who participate in the program.

April 18, 1991, and April 19, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: KURDISH REFUGEES: This Channel 2 editorial faulted President Bush for his failure to immediately respond to the Kurdish refugee crisis, and urged action by both the United States and the United Nations.

May 5, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: This segment profiled the program "Project Survival", which uses basketball to keep city kids out of trouble. Spoke with the program's director, Vernon Wolst, who started the program 23 years ago, and Reginald Hayesbert, Sr., Vice President of Parks Sausage who got involved with the program about five years ago.

April 1991, Five-Part Series within CHANNEL 2 NEWS 5 PM: This series produced by KCNC in Denver looked at the thousands of forgotten children left in orphanages across Romania and the effort by countless American families to bring them to the U.S. for adoption.

ISSUE: CHILD ABUSE

April 14, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: In conjunction with Child Abuse Month, this segment featured guests Stanley Mopsik and Phoebe Rostov of The Children's Guild, an organization that helps children with problems get immediate help so they can function again in a normal public setting. The Children's Guild offers a full education program as well as a behavior modification program. Guests also discussed the children in the program.

June 22, 1991, 6:30-7:00 PM and June 23, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment profiled the Child Advocacy Network, a local program which assists individual city agencies involved in the investigation of child abuse cases in sharing the case information between their offices in order to minimize the stress on the child victim.

ISSUE: HEALTH AND SAFETY

April 21, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: Guests Dr. Beilenson and Susan Reddish from "Baltimore Boosters" discussed the measles epidemic.

May 4, 1991, 6:30-7:00 PM and May 5, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment celebrated the centennial of Sheppard Pratt Hospital in Baltimore, an institution that deals with mental illness and drug abuse.

May 5, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: Profiled the program at the University of Maryland Dental School which offers job opportunities to welfare citizens in exchange for dental work performed by University of Maryland dental students.

May 11, 1991, 6:30-7:00 PM and May 12, 1991, 6:00-6:30 AM - FRONT PAGE: Segment: This segment discussed the problem of Breast Cancer and featured a tour of the University of Maryland Hospital's new Mobile Mammography Unit.

May 16, 1991, and May 17, 1991 - Aired Five Times/Various Times Over These Two Days: EDITORIAL: HEALTH CARE COSTS: This Channel 2 editorial highlighted a report published by The Journal of American Medicine which summarized the dilemmas being faced by those with no insurance, or those unable to meet the escalating costs. The report also includes AMA recommendations and articles by those in the private sector and government. The editorial also urged all legislators to study and debate the issue.

May 29, 1991, and May 30, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: JOHNS HOPKINS CHILDREN'S CENTER TELETHON: This Channel 2 editorial highlighted the annual broadcast of the Children's Miracle Network Telethon which raises funds to benefit the Johns Hopkins Children's Center, and urged viewers to be generous when they make their donations to this worthwhile cause.

June 1, 1991, 6:30-7:00 PM - FRONT PAGE SPECIAL: MIRACLE ON BROADWAY: This special edition of "Front Page" previewed the upcoming Children's Miracle Network Telethon airing on Channel 2 which raises money for the Johns Hopkins Children's Center, and took a behind the scenes look at the Children's Center and the people who make miracles happen.

June 1, 1991, 9:00 PM thru 6:00 PM, June 2, 1991 - THE MIRACLE NETWORK TELETHON TO BENEFIT THE JOHNS HOPKINS CHILDREN'S CENTER: This 21-hour telethon raised over 1.5 million dollars locally for the Johns Hopkins Children's Center.

ISSUE: DRUG/ALCOHOL ABUSE

May 21, 1991, and May 22, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: OPERATION CARE AND BUCKLE DOWN: This Channel 2 editorial urged viewers to drive safely and conscientiously over the summer holidays in order to reduce accidents and drug- and alcohol-related highway deaths.

ISSUE: GOVERNMENT AFFAIRS/LEGISLATION

April 11, 1991, and April 12, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: GENERAL ASSEMBLY: This Channel 2 editorial summarized the 1991 session of the General Assembly, highlighting its successes as well as its failures, and urged the executive and legislative members to work together in order to better serve their constituents.

ISSUE: PERFORMING ARTS/ENTERTAINMENT/RECREATION

April 7, 1991, 11:30 AM-12 NOON - 2 THE POINT: Segment: Robert Townsend talked about his movie "The 5 Heartbeats", and told his story of coming from a family on welfare to becoming a successful director/producer/actor.

June 13, 1991, and June 14, 1991 - Aired Five Times/Various Times Over These Two Days - EDITORIAL: OPERATION RAINBOW: This Channel 2 editorial highlighted a program by the Baltimore City Department of Recreation and Parks to address the shortage at city recreation centers by seeking donations of sports equipment and craft items to be used in summer vacation programs.

May 1991, Three-Part Series within CHANNEL 2 NEWS 5 PM: This series, "Diamonds In The Rough", examined the rigors of playing minor league baseball - being homesick, hungry and constantly looking over their shoulders at the stiff competition in their attempt to make the major leagues.

ATTACHMENT G

<u>Federal Communications Commission</u>	
Docket No. <u>93-94</u>	Exhibit No. <u>part 3</u>
Presented by <u>Scipps Howard</u>	
Disposition	Identified <u>10-6-93</u>
	Received <u>10-6-93</u>
	Rejected _____
Reporter <u>Clyde A. Schuman</u>	
Date <u>10-6-93</u>	

WMAR-TV COMMUNITY ADVISORY BOARD
DURING THE RENEWAL PERIOD

<u>Name</u> ¹	<u>Title</u>	<u>Organization</u>
Linda Fassett	Executive Director	Echo House - a non-profit organization which works in the inner city community
Dr. Jai Ruy	Professor of Sociology	Loyola College
Kacy Conley	Executive Director	Druid Hill YMCA - an inner city YMCA
Rev. Ronald Braxton	Pastor	Waters AME (African Methodist Episcopal) Church, West Baltimore
Shirley Marcus	Director	Baltimore City Department of Social Services
Dr. Charles Simmons	President	Sojourner Douglas College, a predominantly African-American college in Baltimore

¹ The titles and organizations of the individuals are as of the Renewal Period.